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THE INDUSTRY'S BUSINESS MAGAZINE — EST. 1955

FEBRUARY 2015

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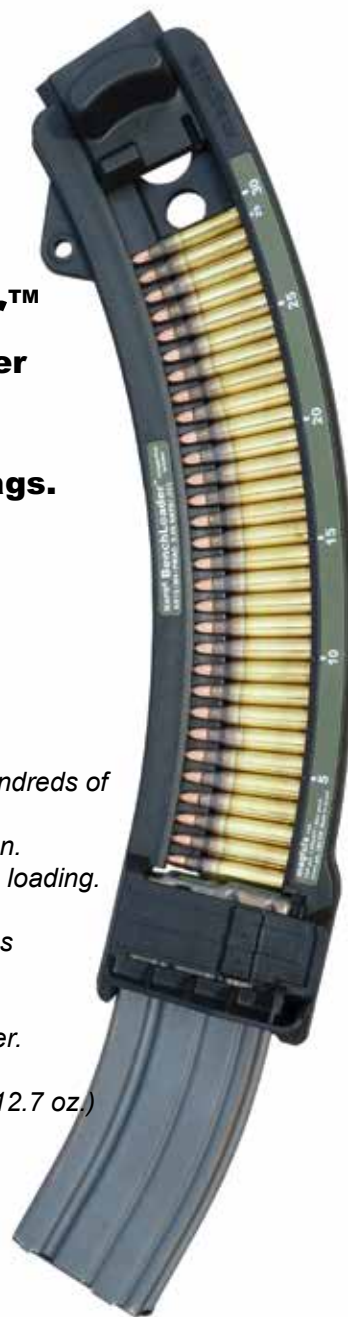
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## ***Crimson Trace Stands Behind Its Products***

I'm really more of an old "Iron Sight" curmudgeon, but I've genuinely come to appreciate the value of the Crimson Trace Lasergrips. A laser sight, in my opinion, is not a substitute for iron sights. But, in low light conditions, or when the tactical situation requires the user to divide his attention, a laser sight is indispensable. As a firearm trainer of police and military, I have experience with several laser systems.

In 2009, my Georgia National Guard unit deployed to Afghanistan. Crimson Trace made a very generous donation of about a half dozen Lasergrips and MVF-515 Modular Vertical Foregrips for use by our soldiers. These laser sights were installed on my M9 and M4 and used in combat for the yearlong deployment. They gave excellent service under harsh conditions and I didn't need to replace the batteries a single time.

When I returned home, one of my first priorities was to acquire a pair of Lasergrips for my J-Frame S&W — it's been in my pocket on the "on" position nearly every day for three years. About two weeks ago, my Lasergrip began to give "spotty" service; I suspected it was due to contamination from either sweat or gun oil.

I contacted the company for repair and advised the service representative that I knew the Lasergrip was over a year out of warranty and expected to pay for the repairs. I then mailed the grips to Crimson Trace. About 10 days later, I was very surprised to find a package in my mailbox! I had been expecting a call from the repair department with an estimate.

Instead, the Crimson Trace company replaced my Lasergrips at no charge! I've been very pleased with all of my interactions with Crimson Trace. This company makes laser sights of excellent design, that run longer than advertised on batteries, and they are, literally, battle-tested. But, more important and impressive to me, this is a patriotic company that stands behind its products.

R. E. Thornton  
Arnoldsville, Ga.  
Via *American Handgunner*

## ***Overcoming A Sales Slump***

The past few months, we've experienced a significant slump in sales. I've offered varying discounts, as well as manufacturer and distributor promos. Stocking ammo has been nearly impossible; however, maintaining contact with distributors hasn't been an issue.

Buddy R. Henry  
SOT Arms  
Bloomington, Ind.

We've noticed slower-than-normal sales across all our products, especially when compared to 2013's record sales numbers. We have offered many different incentives to improve sales, such as promotions.

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## Traditional Ammunition Receives Protection

In mid-December, President Obama signed the Consolidated and Further Continuing Appropriations Act for FY15 into law. The U.S. Senate voted 56 to 40 to approve it and the U.S. House approved the measure, also.

Though not a perfect bill, NSSF supported it because of an important provision that further prevents the Environmental Protection Agency (EPA) from banning traditional ammunition made with lead components.

The measure also gives ATF \$22 million in additional resources to provide the firearm industry more efficient customer service. Funding is also included to help improve the NICS background check system by helping states put more mental health and other disqualifying records into the system.

In addition, the bill provides \$3 million in grant funding for a firearm safety education and gunlock program like Project ChildSafe.

### Court Dismisses Lawsuit

In a related matter, in latter December, the U.S. Court of Appeals for the District of Columbia upheld the dismissal of the latest lawsuit brought by anti-hunting groups petitioning the EPA to issue regulations banning traditional ammunition

with lead components. EPA's refusal to consider the petition was challenged by the anti-hunting petitioners in federal court in 2013.

NSSF joined the lawsuit on the side of the EPA to ensure that interests of industry and hunters were properly represented. The U.S. District Court for the District of Columbia ruled the EPA had properly dismissed the petition filed under the Toxic Substances Control Act. The petitioners appealed this ruling to the U.S. Court of Appeals, which heard the case in late October.

"This latest iteration of a frivolous lawsuit is essentially the same as those dismissed earlier and equally without merit,"

said Lawrence G. Keane, NSSF senior VP and general counsel. "We are pleased the Court of Appeals considered the legal merits in the case and has now ruled that Congress has not given the EPA the authority to regulate ammunition, putting an end to efforts by anti-hunting zealots to end America's hunting heritage."

In addition to NSSF, the National Rifle Association, Safari Club International and the Association of Battery Recyclers intervened in the case.

Visit [www.nssf.org](http://www.nssf.org)

*"This latest iteration of a frivolous lawsuit is essentially the same as those dismissed earlier and equally without merit."*

— Lawrence G. Keane, NSSF Senior VP, General Counsel

## Smith & Wesson Reports Second Quarter Financials

Smith & Wesson Holding Corp. announced its financial results for the fiscal 2015 second quarter, ending Oct. 31, 2014. Sales for the quarter were \$108.4 million, a decrease of 22.1 percent from \$139.3 million for the second quarter in 2013.

Sales of long guns, primarily modern sporting rifles, were most heavily impacted, declining 50.3 percent compared with the comparable quarter in 2013, while handgun sales declined 15 percent.

Gross profit margin for the second quarter was 32.1 percent compared with gross profit margin of 41.6 percent for the second quarter 2013.

"Results for the second quarter met our expectations as we continued to navigate the consumer firearm market as it returns to a more normalized environment," said James Debney, Smith & Wesson Holding Corp. president and CEO. "Our broad product offerings remain popular with consumers and our internal data indicates we remained the market leader in both the handgun and the modern sporting rifle categories."

Debney said this "strong consumer preference" reduced the company's inventory in distribution channels by more than 18 percent during the quarter.

"We are extremely pleased with that reduction and, in fact, believe we have the lowest inventory in the channel of any major firearm manufacturer. Unfortunately, we expect the excess channel inventory of other manufacturers' products will continue to reduce the open-to-buy for distributors and retailers for our next quarter," Debney said. "Despite the persistent short-term headwinds, our long-term strategy remains focused on growth, both organic and inorganic, within our core firearm business."

After the close of the second quarter, Debney said the company made two announcements that support Smith & Wesson's strategy.

"First, we have partnered with General Dynamics Ordnance and Tactical Systems to pursue replacement of the U.S. Army's standard sidearm with our M&P polymer pistol. Second, we signed an agreement to acquire Battenfeld Technologies Inc. (BTI), a leading provider of hunting and shooting accessories," Debney said.

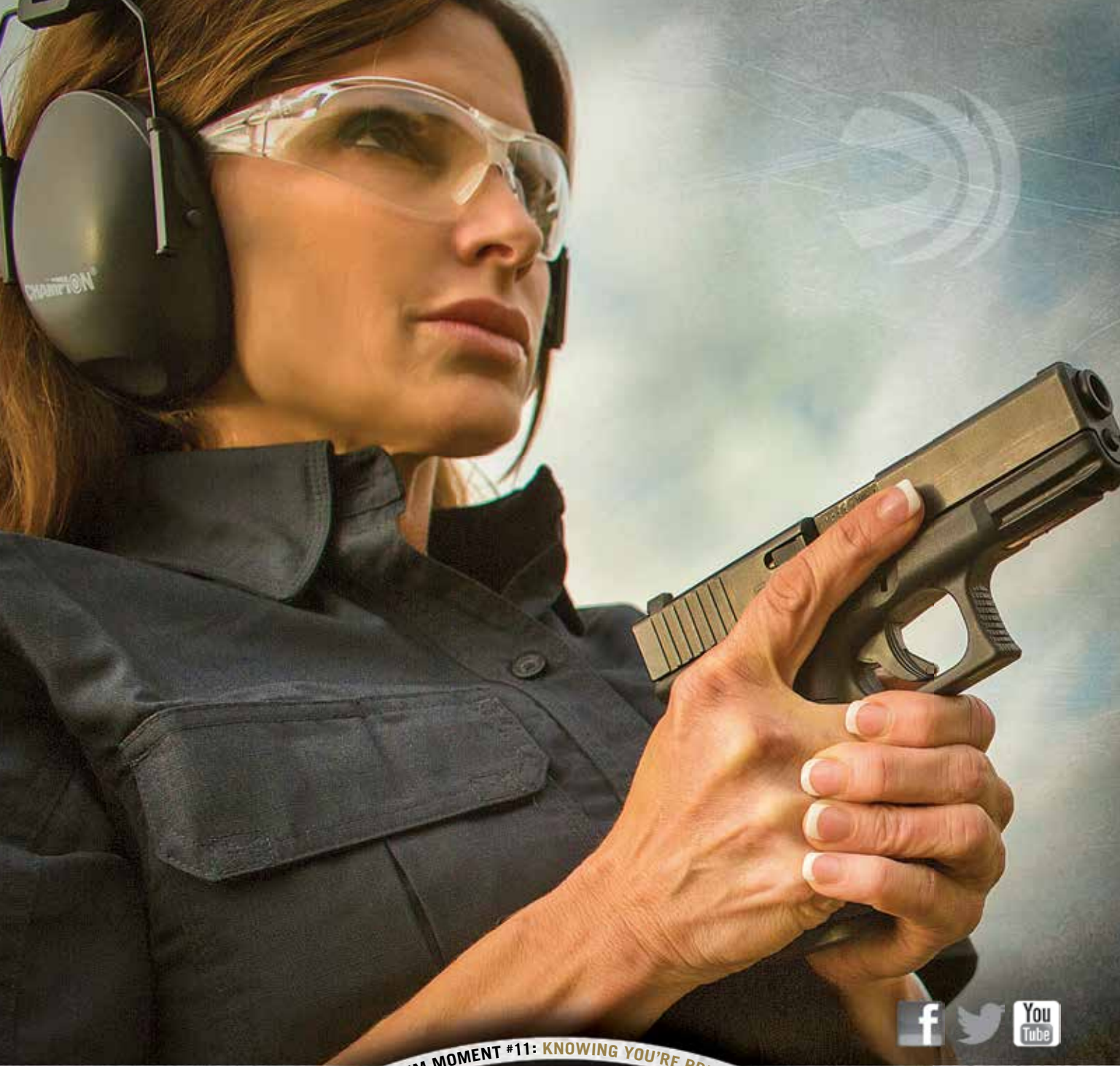
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## NSSF Sends HAVA \$10,000 Holiday Greeting

In December, Honored American Veterans Afield (HAVA) announced it received a \$10,000 holiday donation from NSSF.

Already a major HAVA sustaining sponsor, NSSF reallocated monies intended to fund a holiday greeting card and instead donated the money to support HAVA's efforts. This is the second consecutive year NSSF has made the holiday donation, and the funds will finance HAVA hunts for veterans and Family Day events.

"HAVA's mission is top of mind, and NSSF is pleased to offer our continuing support to their efforts on behalf of our membership," said Steve Sanetti, NSSF president.

"NSSF was an early supporter of the HAVA idea that the shooting sports industry should make a strong statement in support of

those American Heroes who have suffered serious injuries in defense of freedom. Their financial support is pivotal for us, but more important is their help in educating our entire industry about the cause," said Tom Taylor, HAVA chairman.

NSSF also urges industry companies to support HAVA.

"HAVA already is supported by dozens of NSSF's members, and we encourage all of our companies to consider contributing to this most worthy of causes directly. HAVA was started by shooting industry people, and they run it today with a pro-gun, pro-veteran and pro-family focus that speaks to our core values," Sanetti said.

Visit [www.nssf.org](http://www.nssf.org), [www.honoredveterans.org](http://www.honoredveterans.org)

## Outtech Honors 2014 Top Salesmen

Outtech Inc. announced its Salesman of the Year awards for 2014 at its national sales meetings in Aurora, Ohio, late last year. The honorees received a commemorative plaque and a red stag hunting trip to New Zealand.

Joe Harkner was recognized as Salesman of the Year for the Outtech Outdoor Division. He works with outdoor and farm/home accounts in Wisconsin.

Eric Matland, who handles accounts in New York and New England, was named Salesman of the Year for Outtech's Hunting Division.

"Singling out just two guys gets tougher every year as our team

continues to grow in strength. Both Joe and Eric worked tirelessly this year on behalf of their retailers and Outtech's manufacturing partners," said Brian Malone, Outtech director of sales.

Additionally Outtech presented the Game Ball award to Chip Wilson and Cody Barton in recognition of their efforts and teamwork displayed throughout the year.

Established in 1989, Outtech maintains a portfolio of brand leaders across the outdoor and hunting/shooting categories they represent.

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## LaserMax Announces MAP Policy

LaserMax announced in December a new minimum advertised price (MAP) policy that became effective January 1, 2015.

"Aimed at enhancing brand value to our dealer network, the new MAP policy protects the LaserMax brand as a premium accessory provider and preserves the company's reputation for offering quality products," said Rick Storace, LaserMax distribution sales manager. "In addition to protecting our competitiveness, safeguarding the image of our products is a key priority for 2015. Adopting MAP gives our dealer network every opportunity to en-

joy the benefits of selling a premium brand like LaserMax, and makes a powerful statement that our dealers matter to us."

The new MAP policy applies to all distributors and retailers, including online retailers that resell LaserMax products to consumers. The company reports that the new MAP policy will be uniformly enforced. Dealers will have to ensure all advertised pricing is within the new MAP structure. Dealers that have not received the LaserMax MAP and MSRP price schedule for 2015 should either call their distributor or LaserMax sales directly to receive a copy.

For details about the 2015 LaserMax MAP Policy contact Rick Storace at (585) 272-5420, ext. 333 or by email: [rstorace@lasermax.com](mailto:rstorace@lasermax.com).

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## CanCooker Breaks Ground On Building

CanCooker announces it has broken ground on a new building in Fremont, Neb., which will nearly double the size of its existing facility. The new 10,000-square-foot building is being built adjacent to the current facility, which will be used as a warehouse and shipping facility, and for additional office space.

CanCooker began operations in 2009 with two employees, the company owner Seth McGinn and his wife, Sonja. They had one product, the Original CanCooker, which was sold out of their garage. Five years later, the company now has 27,000 square feet of working space, with a continually expanding employee base. The company has a current lineup of nearly 20 products.

"This expansion has been long overdue," said Seth McGinn. "The city council and mayor of Fremont have been extremely supportive of CanCooker and our growth. They understand the importance of the company staying in Fremont and the amount of ancillary business that comes from our company. We are pleased to be able to expand in such a great community and offer more jobs and more business to the local economy."



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## **Winchester Honors Top Sales Reps, Agency**

Winchester Ammunition announces its 2014 top sales representatives and agency of the year awards. Those honored were:

**Agency of the Year:**

Simpson Sales

**WAAC Dealer of the Year:**

B.J. Martin, More & Molloy

**Retail Rep of the Year:**

John Ager, Odle & Associates

**Wholesale Rep of the Year:**

Barry Lee, Simpson Sales

"It's an honor to present Simpson Sales, and all of our winners, with these awards,"

said Brett Flaughter, Winchester Ammunition VP of marketing, sales and strategy. "This is a tribute to their excellent support of our new products and execution of customer focused business plans. We would not be able to be successful without the assistance of our sales representatives."

Winchester Ammunition presents the awards annually to an agency and representatives who show an outstanding body of work in helping store managers, dealers, wholesalers and customers be effective in representing The American Legend and its innovative products.

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Winchester Ammunition honored its 2014 top sales reps and agency during its national sales meeting in Collinsville, Ill.

## **Celerant Technology Earns High Marks**

*RIS News Magazine* has announced its 14th annual Leaderboard of best technology vendors in retail, and Celerant Technology placed second overall among 99 software vendors. The number two ranking is the highest Celerant has placed in its 11 years of appearing on the Leaderboard.

"Celerant has always performed impressively in the *RIS* Software Leaderboard and it continues its winning streak in the 2014 report," said Joe Skorupa, *RIS News* editorial director. "Celerant clearly has a strong focus on meeting or exceeding expectations with its software and delivering high levels of customer satisfaction to its retail clients."

The Leaderboard ranking is determined by adding together scores for customer satisfaction as noted by retailers, and a verified list of features tied to retail functionality. Celerant was also recognized as the number one Recommended Software

Vendor by mid-size retailers, as well as the number-one leader in both the apparel and specialty markets.

"This year's Leaderboard results for Celerant are a culmination of years working to help our retailers grow through innovation. It's an honor to be listed with — or even above — some of the biggest names in the software business," said Ian Goldman, Celerant Technology CEO. "We top the charts in tech innovation by mid-sized retailers every year. Our features such as integrated e-commerce, Best Store Fulfillment, m-commerce and integrated vendor feeds really help increase our clients' overall performance, which in turn drives up their ROI."

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## Beretta Shotgun Selected By Alabama DPS

Beretta USA Corp. announces the Alabama Department of Public Safety (DPS) has chosen the Beretta Model 1301 Tactical as the agency's primary semiautomatic shotgun. DPS has placed an order for 657 units of the shotgun.

"DPS has honored us with its trust," said Stefano Itri, Beretta USA director of law enforcement and international sales. "The Model 1301 is one of the latest embodiments of our dedication to our tactical customers. We designed it only after carefully listening to the recommendations of military and law enforcement professionals who are, in the end, the men and women who rely

on our products when they put their lives on the line in service to all of us."



*Beretta Model 1301 Tactical*

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## ATK Selects Utah For Vista Outdoor HQ

ATK and the Utah Governor's Office of Economic Development (GOED), announced in November that ATK will locate the corporate headquarters for proposed spin-off company Vista Outdoor Inc. in Utah.

In April 2014, ATK's board of directors unanimously approved a plan to create two independent, public companies. ATK owns 30 outdoor brands, including Federal Premium, Bushnell, Primos, BLACKHAWK! and Savage Arms.

"The Outdoor Industry Association's latest economic report indi-

cated that for every dollar consumers spend on outdoor gear and recreational vehicles, they will spend four times that using the product," said Val Hale, GOED executive director.

Vista Outdoor plans to create approximately 90 new jobs in Utah over the next seven years.

"Utah's talented and well-educated workforce, high quality of life, appeal to outdoor enthusiasts and increasing position as a hub for outdoor recreation companies support our decision to establish and consolidate the headquarters for this new and exciting company," said Mark DeYoung, ATK president and CEO. DeYoung, a Utah native, has been named chairman and CEO for Vista Outdoor.

As part of a contract with Vista Outdoor, the GOED board approved up to a maximum tax credit of \$1,344,760 in the form of a post-performance Economic Development Tax Increment Finance (EDTIF) incentive, which is 20 percent of the new state taxes Vista Outdoor will pay over the seven-year life of the agreement.

Overall, Vista Outdoor will have manufacturing operations and facilities in approximately 10 states, along with international sales and sourcing locations. The company will employ approximately 5,800 workers worldwide.

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## Bushnell Supports Operation Breakthrough

Bushnell announced in December it once again supported Operation Breakthrough as its annual holiday organization.

Operation Breakthrough is a nationally accredited, not-for-profit corporation started in 1971 by Sister Corita Bussanmas and Sister Berta Sailer. They were responding to requests from parents in the central Kansas City area for quality childcare for children of the working poor. The program began with 50 infants, toddlers and preschoolers. Its facility now has a licensed capacity for over 500 children.

Since 2009, Bushnell and hunters from Missouri, Kansas and Oklahoma have contributed over 5,000 pounds of deer meat to the Operation Breakthrough food pantry. During 2014, Bushnell planned to collect over 2,000 pounds meat and poultry for the center. At today's meat prices, that is a six-year total of \$30,000 worth of free-range protein.

Visit [www.bushnell.com](http://www.bushnell.com),  
[www.operationbreakthrough.org](http://www.operationbreakthrough.org)



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## Federal, Pheasants Forever Reach Milestone

Federal Premium Ammunition announces it has now produced more than 40 million shotgun shells in support of Pheasants Forever.

"Pheasants Forever was the first organization we did logoed ammunition with," said Ryan Bronson, Federal Premium public policy and conservation manager. "Choosing to purchase a box of Federal Premium's shotgun shells labeled with the Pheasants Forever logo is one more way that hunters can contribute to upland conservation efforts and ensure future generations can enjoy our hunting heritage."

The special shells are all sold in boxes marked with the Pheasants Forever logo, as part of a royalty program.

"Thanks to the Pittman-Robertson tax — an 11 percent excise tax on ammunition and firearms that helps fund wildlife conservation in the United States — it's safe to say that all ammunition companies understand the link between hunting and conservation," said Brad Heidel, Pheasants Forever director of corporate sales. "What makes Federal Premium Ammunition stand out is it gives back even more to wildlife conservation through its on-box royalty program with Pheasants Forever."

Visit [www.federalpremium.com](http://www.federalpremium.com), [www.pheasantsforever.org](http://www.pheasantsforever.org)



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**LUCID Optics** has hired **Blue August** as its public relations firm.  
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[www.blueaugust.com](http://www.blueaugust.com)

**FAB Defense** has named **Epicosity** as its marketing agency.  
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[www.fab-defense.com](http://www.fab-defense.com)

**U.S. Optics Inc.** has selected **Contingency X** as its agency of record.  
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[www.contingencyx.com](http://www.contingencyx.com)

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### SALES

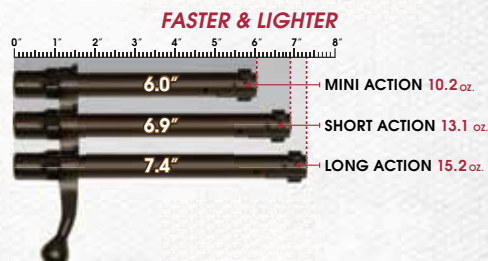
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## Introducing the New **Howa** Mini Action



The all new Howa Mini Action has a six inch bolt that is 12% shorter than a standard short action bolt. The Howa Mini Action is faster and lighter than a standard short action. Overall weight is 5.7 to 6.7 LBS., depending on the barrel. Available in .204 and .223 calibers — with others coming soon.



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## **The Safariland Group** **Appoints VPs**

Chad Appleby has been hired as VP, tax for The Safariland Group. Appleby is responsible for leading the global tax strategy and tax operations of the company. He is a certified public accountant with over 15 years of experience working on a wide range of domestic and international tax matters.



C. Appleby

Appleby spent the last nine years leading the tax department as the senior director, income tax at PSS World Medical, Inc. Appleby received his BBA from the University of Wisconsin and his Masters in Taxation from the University of Denver Graduate Tax Program.

Don Dutton has been appointed VP and general manager of the company's Mustang Survival business. Dutton has more than 25 years of experience in the aerospace, defense and commercial industrial markets and previously held the position of VP and general manager of the Protection Systems business unit of BAE Systems, Inc.

Dutton is a graduate of Arizona State University and holds an MBA and a Bachelor of Science degree in Mechanical Engineering. He started his career as a Flight Control Engineer for Boeing Commercial Airplanes, and also worked as a Program Manager for the Launch Vehicle business unit of Orbital Sciences Corporation.

## **United Sporting Companies (USC)** **Names VP, New Business Development**

Paul Carey is now VP of new business development. Carey has 20 years of sales leadership experience managing professional and military sales teams. Most recently, he served as director of sales at Reynolds Consumer Products.

"I am very proud to have Paul as a member of our team. His knowledge and work ethic will help us take USC to another level," said Chuck Walker, USC chief sales and marketing officer.

## **Davidson's** **Appoints Executive VP**

Larry Massimo has been appointed executive VP at Davidson's. He will continue to be directly responsible for all purchasing and sales functions for the company, while assisting the company president

with the oversight of all other areas of the company. Massimo has over 35 years of experience in the firearms industry and joined the Davidson's team in 1991.

Massimo has served on the NASGW board of directors since 2010 and is a member of the board for the TALO wholesale buying cooperative.

Karen Watson is now the inventory control supervisor at Davidson's. Watson will oversee the inventory department, supervise the inventory control staff and act as liaison between the purchasing department and warehouse functions.

## **Benchmade Knife Co.** **Names Manager**

Greg Hall is now product line manager at Benchmade Knife Co. Hall will assist in planning, execution and management of product in the HK Knives and Benchmade portfolio. Hall has 12 years of product management and marketing experience and previously worked at WARN Industries and FLIR Systems.



G. Hall

## **Weatherby** **Hires Digital Properties Manager**

Kemp Newnam has joined Weatherby Inc. as digital properties manager. Newnam will oversee strategy, content and maintenance for Weatherby's social media platforms including Facebook, Twitter and Instagram. He will also be responsible for the Weatherby website and online community forum, Weatherby Nation. In addition, Newnam will help lead the launch and operation of Weatherby TV, an online initiative scheduled to debut early next year.



K. Newnam

Newnam previously worked as social media and web support manager for Remington and has a bachelor's degree from East Tennessee State University.

## **Leupold & Stevens** **Hires Tactical Sales Team**

Wilson Timothy has been promoted to Leupold's director of tactical and international sales. Timothy will serve as a primary contact between military end users

and Leupold's design engineers to create and improve tactical products.

John Snodgrass has been promoted to product line manager. Snodgrass has years of experience as a military and civilian competitive shooter.

Steven DiGregio has been promoted to account manager for tactical and international sales. He has years of customer service experience and served as a U.S. Marine.

## **Remington Outdoor Co.** **Announces Senior VP**

Ginger Chandler is now senior VP, new product development and innovation at Remington.

"We are very excited to have Ginger lead new product development and innovation," said George Kollitides, Remington CEO. "Ginger is a firearms industry veteran and her knowledge and leadership skills are well suited for her new role."

Chandler previously held positions at Nike, Smith & Wesson, Yomo Consulting, Breed Technologies and Autoliv and has a bachelor's degree from Lamar University.

## **MidwayUSA** **Announces Managers**

Neal Lines is now marketing team application development manager at MidwayUSA. Lines has been with the company for over five years, and has a bachelor's degree from Columbia College.

Shawn Henninger has been promoted to merchandising team application development manager. Henninger has a bachelor's degree from Quincy University and has worked for the company for six years.



N. Lines



S. Henninger

## **Crimson Trace** **Announces Regional Sales Manager**

Dustin Gimmy is now regional sales manager for Crimson Trace in the states of Missouri, Illinois, Nebraska and Kansas. Gimmy previously worked as a buyer and representative. He has a bachelor's degree from Lindenwood University. ©



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## How To Sell 1911s To New Customers

The 1911 pistol is an enduring classic, more popular today than ever. They virtually sell themselves. In retail, a product desirable enough to sell itself to a lot of people can be sold to even more people if they know why all those other folks are buying it.

I recently had a conversation about 1911 sales with an old friend who's been deeply involved in the firearms industry for a long time. He said (with tongue firmly in cheek, I suspect), "It seems the sale is made this way: 'Here's a 1911, your life isn't complete unless you have at least one. How many extra magazines do you want to go with it?'" Now, we know a lot of 1911 sales are made *exactly* this way for "pre-sold" customers. But let's look at the customer who didn't realize why everyone else has a 1911 and why one might just be the right pistol for him or her.

New handgun owners are a big market today, and they've been heavily exposed to anti-gun activists and politicians who have assured them if they carry a gun for defense, their attacker will just get it away from them and use it on them. While most modern handguns are the "point-and-pull trigger" variety, the 1911 is generally recognized as a pistol best carried "cocked and locked."

The "locked" part is the operative term here: Carried on-safe, the 1911 must be "turned on" by pressing down that inconspicuous little lever before someone unfamiliar with it can shoot. I've seen many cases where bad guys got guns away from good guys, tried to shoot them (or another innocent victim) and couldn't because they didn't know where the safety was or that it was even there.

Emphasize that the customer — the legitimate user — will need to practice taking the safety on and off at appropriate times. Show how easy and natural it is to thumb the "safety catch" down



*There are a number of features to consider when selling a 1911, including its ergonomic thumb safety, light trigger and svelte design.*

into the "fire" position. You should mention most gun experts consider the thumb safety on the 1911 to be the most natural and ergonomic of its kind.

Another safety element, which sells a manual safety pistol such as the 1911, is accident prevention. Recently in Salt Lake City, a banner headline announced a teacher had injured herself accidentally discharging a pistol at school. It was a "point and shoot" gun. An on-safe 1911 will not go off if a foreign object such as a string on a warmup jacket (or a careless finger) gets inside the trigger-guard during the holstering process.

## Additional Selling Points

It's no secret, particularly for new shooters, that longer and heavier trigger pulls take more time to learn to manage in accurate rapid fire. The shorter, relatively lighter trigger of the single-action 1911 has always been one of its biggest selling points. A pistol you can shoot better and hit with more swiftly and certainly is a gun your customer would want to buy.



*At Fun Guns in Waco, Texas, owner Nathan Floyd says 1911s are the single best-selling product category in his store.*

The 1911's "shootability" goes beyond its consistent, easy shot-to-shot trigger pull. Its grip-to-barrel angle has historically made it a choice of champions in all sorts of handgun shooting sports; it fits naturally with one's hand and wrist axis and "points well."

During a sale, plan a safe direction where you can hand the empty gun to the customer. Tell him or her to look at that spot, have them close their eyes and "point" the empty gun there. Then, have them open their eyes. More often than not, a 1911 will put the sights naturally on target.

Because of its low bore axis — even with its signature .45 ACP round — the 1911 pistol's muzzle doesn't rise as much as some of the more modern designs in recoil. The 1911's old reputation for "kicking like a mule" came from a time when soldiers were taught to shoot it from awkward positions modern instructors would laugh at, with old model guns whose narrow grip safeties and early-style hammers pinched the webs of their hands painfully. Emphasize selling 1911s with wide "beavertail" grip safeties that won't hurt your customers' hands.

There are also "concealability" and "comfort" factors at work here. John Browning's brilliant 1911 design made the pistol exquisitely thin for its power. A quick survey of your customers who carry powerful handguns daily will probably show more 1911 users carry their guns inside the waistband (where a pistol is more concealable) than your customers who carry polymer-frame guns, despite their lighter weight.



## Make It Personal

The 1911 .45 of World War I is not the 1911 you'll be selling your customer today. A 1911 with a short-reach trigger is a stunningly "shootable" gun in the hands of a petite female or anyone else with short fingers, even though its image is predominantly one of being chosen by rugged men of the Sergeant Rock or Mike Hammer genre.

We need to put the old "little guns for little gals" stereotype behind us. As noted in my January column, the 1911's slide is easy to run in smaller, weaker hands if the shooter simply cocks the hammer to relieve mainspring pressure first, leaving only the recoil spring to work against. If the pistol is a service-size 9mm 1911, its recoil spring will offer minimal resistance.

*A glance at catalogs like Brownells will show more options for customizing 1911s than any other pistol.*

Put the empty gun in the customer's hand, and have him or her bring the hammer back with the heel of the palm of the support hand — like a cowboy on TV "fanning" the hammer of a revolver, but done in slow motion. Then they'll be able to see how easy it is to rack the slide. It works with compact 1911 .380s from Colt and SIG, and with full-size 1911s, too.

I recently toured the Texas Ranger Museum in Waco, Texas, and was amazed by how many pistols — 1911s in particular — and revolvers had been customized by their heroic owners. In today's market the same is true: People like to customize their firearms. A glance at catalogs like Brownells will show more options for customizing 1911s than any other pistol. Remind your younger customers that the 1911 is an ideal format for personalization — and stand ready to provide them with the accessories to do exactly that!

So, what's the bottom line? Classic firearms like 1911s can indeed sell themselves, but if your gun shop's sales staff shares some helpful tips with customers you should be able to sell even more. ☺

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## Hitting The Mark With Your “Mark”

When the University of California rebranded their identity a couple years ago with an updated logo, students and alumni took to Facebook to protest. The uproar over the new modern and simplistic mark (which was previously an intricate crest designed in 1860) forced the university to alter their logo again to find a happy medium — a design that was more “collegiate.”

Arby's corrected a similar error when fans of the popular fast food chain spoke out against a failed attempt to modernize their brand. The short-lived logo was a 3D version of the famous red Arby's cowboy hat. The new look instantly made the brand appear “cheap” or too “hip.”

More recently, Airbnb, the hugely successful accommodations booking website, revealed a logo that is nearly identical to another established brand's logo. Remarkably, the established company was forced to redesign their logo in response (major oops!). Making matters worse, its shape was instantly deemed suggestive and inappropriate and has become the brunt of many jokes.

What do these graphical goofs all have in common? These companies each missed the mark, so to speak, with their corporate “marks.” An article produced by MIT's business school, MIT Sloan School of Management, reveals three key goals that your logo should accomplish. A good logo provides identity, positive associations and differentiation. The University of California diverted from their roots too harshly, thus abandoning their core identity. Arby's and Airbnb associated their brand with negative ideas and, in Airbnb's case, failed to differentiate their logo from another company's logo entirely.

What do these important lessons mean for your store, your business and your brand? Though these companies hired swanky design firms and utilized focus groups, they still made very basic mistakes. What are some fundamental ways you can avoid similar heartache when it comes to marketing your brand or rebranding altogether?

Ask yourself the following questions:

What message does my logo send? Although focus groups failed the above companies, the practice of polling is still very helpful. Every aspect of your logo, from the font choice to the colors,

evokes emotions. Ask friends, family, customers and fellow business owners their honest impression of your logo — specifically what message it conveys. You might be surprised at their response.

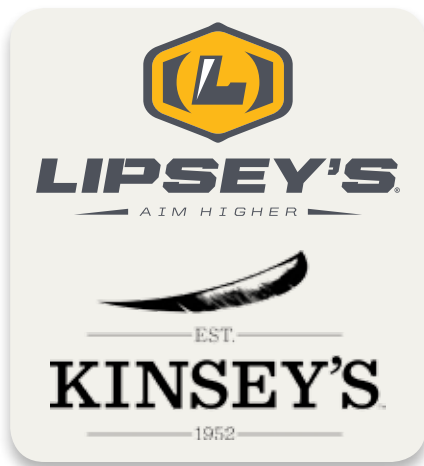
Is my logo simple and memorable? Logo designs are shying away from the intricate and becoming decidedly more minimalist. A simple mark is often more powerful and more memorable — think Apple's or Nike's logos. In addition, a simple mark is more easily translated to different mediums (imagine your logo shrunk down on a business card, blown up on a billboard or appearing in a solid color).

An excellent industry example is Lipsey's redesigned logo. The major distributor successfully simplified their logo from a more intricate seal to a badge featuring a bold “L” — a much more memorable mark. The logo also translates very well to many mediums — the icon can also stand alone in its own right.

Is my logo timeless? Is your logo so “current” that it will be obsolete in five years? Will the mark send the same message as it does today in 20 years? Kinsey's Archery tackled this challenge well with their rebranding. Their updated logo, while more modern, combines a timeless font choice with the timeless image of a feather — a link to the company's archery heritage. The logo works in any generation.

Is my logo creative? Sometimes the best logos are abstract ideas. For example, the Apple logo isn't a computer, the Nike logo isn't a shoe and the Mercedes logo isn't a car. A representative image is often more powerful than the obvious. Your logo doesn't necessarily need to contain a gun, a bow, a scope or a deer. Your audience will connect abstract or unexpected images with your brand as long as they reflect who you are and your overall message.

Examine your logo. Does it immediately convey who you are and what you sell? Does it need a total makeover or just a modest update? Perhaps you're designing your first logo. Grab a piece of paper and start doodling. Google something like “best logos of 2014,” or find a local design firm to work with (your brother's co-worker's friend who's a graphic designer might not be your best option!) — it's the first step in developing your mark.



*Lipsey's and Kinsey's successfully modernized their logos while preserving their identity and heritage.*

## Glock Sponsors Military Makeover On TV Show “Designing Spaces”

Many companies sponsor TV programs to promote products and services. Glock has expanded beyond standard outdoor programs with its sponsorship of the makeover show “Designing Spaces” on Lifetime TV. Glock sponsored a three-part series titled “Designing Spaces of Hope — Military Makeover,” which aired in November.

The program covered the home transformation of Operation Enduring Freedom veteran and Purple Heart recipient Stephen Lunt. Glock's spokesperson R. Lee Erney “The Gunny,” hosted the series. Every room in the Lunt's home was renovated to better accommodate the family.

Thanks to Operation Homefront, their home is now mortgage-free.

Each episode also featured small segments on gun safety titled “Designing A Firearm Safe Home.” Erney discussed Glock's S.A.F.E. campaign and how to properly maintain and store firearms.

Episodes are available online at [www.designingspaces.tv](http://www.designingspaces.tv) and [www.youtube.com/DSspacestv](http://www.youtube.com/DSspacestv).

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Continued on page 26





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## A\*B Arms Dealer Program

With the launch of the American Built Arms Co. (A\*B Arms) Retail Dealer Program, your store can display some of American Built Arms Co.'s most popular products. Participating dealers will receive a 6-foot by 2-foot metal display rack topped with an A\*B Arms sign. Also included: marketing materials, 26 display hooks, 48 polymer firearm accessories and four A\*B Arms T-shirts. The program costs \$1,000; the display rack and T-shirts (valued at \$230) are free.

The company says, "A modest investment can easily turn into profit margins in excess of 40 percent" with best-selling products like the MOD1 and A\*B Pro Hand Guards, LTF Picatinny Rail Combo Packs, SBR P\*Grips and T\*Grips and Mil-Spec Buttstocks.

"We make it extremely easy for retailers to launch a new product line into their stores," said Jason Combs, A\*B Arms president.



Visit [www.abarms.com](http://www.abarms.com)

## Get A Grip: Hogue Goes Purple

Hogue has created a unique way to personalize the rubber OverMolded series with bright purple grips. The line includes HandALL grip sleeves, handgun grips, rifle stocks, AR beavertail grips, AR free coating forends and AR collapsible buttstocks. Molded from a durable synthetic rubber with a non-slip cobblestone texture, Hogue says the grips provide a "soft recoil-absorbing feel, without affecting accuracy."



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## Bear & Son Releases New Design

Bear & Son Cutlery has introduced an American-made G149LB Cowhand lockback knife that customers can wear with their favorite pair of blue jeans. The Cowhand — at 6 5/8 inches long open and 3 3/4 inches closed — features one-hand opening and locking, rust-resistant 440 high carbon stainless steel, nickel silver bolsters and blue G10 handles. The knife is covered under Bear & Son's lifetime warranty. ©



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## EAA Personal-Defense GIVEAWAY



The EAA **Tanfoglio Witness Pavona** .380 ACP compact polymer pistol in Imperial features an external hammer, adjustable rear sight and lightened springs. It comes with an ergonomic grip in a sparkling polymer frame with integral checkering and sculptured, contoured lines. It has a magazine capacity of 13 rounds and an overall length of 7.3 inches.



EAA's **Witness Concealed Carry Purse** features an interior polymer holster with hook-and-loop attachment, to allow for user-unique gripping and retrieval style. It features a lockable firearm storage area and steel, cable-lined shoulder straps.



The **Witness Pavona D'Wedge Purse Insert** fits into most internal purse compartments. Adjustable components allow the user to change the width of D'Wedge for snug placement. The hook-and-loop holster design allows adjustment for user-unique gripping and retrieval style. The **Witness Pavona holster** is compatible with both the D'Wedge and the Concealed Carry Purse.



The SABRE Red **Mother & Daughter Combo Pack** features two pepper spray canisters. The **Pepper Spray and Drink Test Kit** will detect if drinks have been tampered with, and a pepper spray canister. The **Designer Label Key Ring** is bright and easily accessible. The **New User Kit** includes training instructions and a practice spray.



Dealers, to win this prize bundle, visit [www.shootingindustry.com/giveaway](http://www.shootingindustry.com/giveaway) and complete a brief, four-question survey. You will automatically be entered to win. Entries must be received before April 1, 2015. Winners must respond within 30 days of receiving notification or an alternate winner will be selected.

## A Weapon In Hand Is Best For The Job

The best form of personal defense is one you have in hand when you need it. Since our love affair with smart phones began in this country, the item we are most likely to have at hand is a cell phone. In parking lots, at restaurants and even on hiking trails, the item guaranteed to be in any woman's hand is her cell phone. Manufacturers have taken note, and several new cell phone cases with built-in personal defense capabilities are now on the market. The defensive tools they incorporate range from stun guns to knives, giving your customer different levels of defensive options.

Phone cases that incorporate a knife are a useful option to offer customers. KRUDO Knives recently introduced a case for the iPhone and Samsung Galaxy that conceals a "K Wedge" knife in a compartment on the back of the case. Two finger grooves help remove the arrowhead-shaped knife from the back of the case in a "ready" position between the first and second fingers. The knife portion is titanium and the case is made of aluminum. The case is held together by screws and customers are warned not to over-tighten with the Allen key stored inside the case. The case is a little heavier than a standard cell phone case due to the weight of the knife, but does not add any significant bulk. It's designed for personal protection, but does not include screen protection for the cell phone.

Another cell phone case-with-knife option also proudly proclaims your customer as an NRA supporter. The NRA currently sells the NRA "Talking Point" Phone Holster, which pairs a back-up blade with a cell phone. The padded, ballistic nylon case completely conceals a black oxide-coated stainless steel folding knife. The 2.25-inch drop-point blade is easily deployed with thumb screws. The Talking Point has elastic sides and a hook-and-loop flap to keep the phone secure, and the flap features the NRA eagle and crossed rifles design. This universal holster is designed to fit most smartphones up to a 2.5-inch maximum width.

The TaskOne G3 from TaskLab is a do-it-all option that customers will love. Not only is it a protective case for a



*Offer your customers multifunctional items for personal defense, like the TaskOne G3 from TaskLab, which combines a phone case with a variety of stainless steel tools.*

phone, it has enough built-in stainless steel tools to rival a Swiss Army knife. The case is made of rugged aluminum and polycarbonate materials that protect your phone from serious impact while also holding a 2.5-inch knife with serrations. The knife must be deployed in advance of use, as it is a fixed blade. Other tools include a 1.8-inch saw blade, pliers with wire cutters, six Allen wrenches, flathead and Phillips screwdriver and, of course, a bottle opener. This phone case would be great for a day in the field when a small multi-tool is what your customer needs most, but has left in her car.

Visit [www.krudoknives.com](http://www.krudoknives.com), [www.nrastore.com](http://www.nrastore.com)



## A Stunning Case From YellowJacket

A less-than-lethal option is the YellowJacket iPhone case that conceals a loud, bright, high-voltage stun gun. This device also acts as both a phone protector and charger, increasing the phone's battery life up to one full charge while concealing a 650,000-volt stun gun. The case has two safety features to help prevent accidental discharge while still allowing the stun gun to be used the moment it is needed.

The company's latest offering, the YJ5, has a slimmer design than the original YellowJacket and sports a detachable stun gun pack, ambidextrous triggers, dual safety mechanisms and LED battery indicators.

*The YellowJacket iPhone Stun Gun is ideal for women seeking an item for less-than-lethal personal defense.*

Women are quite often in situations where a gun just isn't a practical item to have on their person. The interesting thing is, even if women are wearing just a bathing suit, they usually find a way to have their phone at hand. Any product that helps turn a smartphone into a form of protection will be appreciated and used by women. In the past, a few companies tried incorporating pepperspray into phone cases, but have since discontinued the products. It would be great if some manufacturer could create a highly functional phone case/pepperspray unit. Women across the country would have a non-lethal personal protection option at the ready at all times.

Visit [www.yellowjacketcase.com](http://www.yellowjacketcase.com)



## Smooth Operator

Taurus recently introduced a new firearm that may be the answer to women being poked by the sharp edges of handguns. Taurus' new .380 ACP, called the Curve, is body-contoured and designed to be "print-free" as well as comfortable in any position on the body. Its curved grip-frame features an integrated LaserLyte LED light/laser combo system built in. The rear of the slide sports a bore axis sighting system designed for close-range shooting. To keep the pistol snag-free, there are no traditional sights. A textured grip and low-bore axis help reduce recoil and make the gun comfortable to shoot.



*Taurus Curve*

This little DAO-only pistol is manufactured in the U.S. and is just a bit bigger than a smartphone at 5.18 inches. A loaded chamber indicator and Taurus Security System round out the safety features. Taurus also provides a fast, easy-to-deploy trigger protector with a built-in lanyard for use with the holster-free belt clip. With a capacity of 6+1 rounds, the Curve is an attractive addition to any woman's personal-defense arsenal.

Ladies looking for a handgun case with a feminine touch will want to check out the latest offerings from Allen Co. Allen recently started offering cases in popular Muddy Girl Camo that is sure to appeal to lady shooters. The padded cases are made of sturdy fabric and both have multiple pockets and pouches to keep guns and accessories safe. If camo isn't your customer's style, Allen Co. offers dozens of items from earmuffs and shooting glasses to gun socks and cases in a plethora of colors. Many of the items come in youth and women's sizes as well. ©

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[www.allencompany.net](http://www.allencompany.net)

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## Too Courteous For A Life Of Crime



### Uh — Are Your Sure This Is Your Pee?

Like many other big cities around the world, Cairo, Egypt, finally had to get tough with public transportation drivers. The combination of long hours behind the wheel and the lure of overtime pay created a real problem with drivers taking drugs to stay awake. Naturally, this in turn led to accidents occurring when drivers either zonked out at the wheel or went crazily swerving to avoid that stampeding herd of purple unicorns or glowing dragons or whatever apparitions stoned Egyptian bus drivers see.

So, the American custom of routine drug testing has been adopted, but not the “surprise” tests given to American commercial drivers. Egyptian workers are given a one-day heads-up warning. It didn’t take Cairo’s bus drivers long to figure things out. But one cheater got an unexpected surprise.

He confidently turned in his urine sample, but was kind of concerned when he was called in to discuss the results. First, he was asked “Are you sure this is *your* urine sample?” He assured them it was. The inspector told him “Then congratulations! Your urine is drug-free — and you’re pregnant! Can you explain that?”

He didn’t know his wife was two months pregnant, but that’s okay — she didn’t know either. Now they both know he’s fired.

You know, it’s really refreshing when you occasionally find a stickup man who says “thank you” after robbing you, or a burglar who wipes his feet before prying your door open and letting himself in, but sometimes, courtesy seriously interferes with the efficient conduct of criminal enterprise. It really ruined young Kevin Clarence’s master plan.

Intent on demanding a bag full of money, the 20-year-old forgot to don his disguise until he was already inside a supermarket in Londonderry, Northern Ireland. But then he caught himself, and after several people had seen him, he pulled a black trash bag over his head. Rather than rudely cut in front of others, he then quietly took his place in a cashier’s line. Unfortunately, apparently, the cashier wasn’t very speedy. Kevin may have shifted from foot to foot a little, but never raised his voice or threatened anyone until finally, either tired of waiting or just getting nervous over the delay, he announced “I’ll be back,” and left the store.

His timing was either perfect or poor, depending on your point of view. The police were just arriving.



Illustration by Nick Petrosino

### Like Out Of A Cheech & Chong Movie

Based on only a suspicion of possible criminal activity, police in Clearwater, Fla., stopped a vehicle and arrested the two occupants for possession of pot.

“Ho hum,” you say; “What’s so unusual about that?” you ask. Well, they had so many potted marijuana plants stuffed into that car, and they were so big and luxuriant, that leaves and branches were sticking out of the windows. That’s what we old cops call a “clue.”

### Setting New Records In Stupid

Public school administrators across the country seem to be in hot competition to determine who can take the stupidest, most lunatic actions to punish students, suspending or expelling them for “gun-related” offenses. So far, the classic “biting a breakfast pastry into the shape of a gun” is a top contender, along with expelling a six-year-old because he proudly brought a photo of his older brother to school to show it to a playmate. His brother is in the Army, and was actually *holding* one of those dreaded “black rifles” in the photo. Good thing a sharp-eyed teacher spotted that one before something horrible happened! But a recent incident from an elementary school in Mobile, Ala., might win the prize — at least for 2014.

Officials detained a five-year-old girl for pointing a crayon toward another student “in a gun-like fashion.” Then they

made the little girl sign a paper promising not to kill anyone or commit suicide. Her mother was summoned to the school. When she walked in, the first question her daughter asked was “What is suicide, Mommy?”

The school is said to have a zero-tolerance policy on guns. We would suggest a zero-tolerance policy on idiots — but that could decimate the staff.

### The Dog Really Did Eat Her Homework

Reagan Hardin’s teacher was highly skeptical of her excuse for not turning in her assignment. She was supposed to have produced a detailed diorama of a farm circa the Middle Ages. Reagan said her dog ate it the night before her assignment was due. The teacher, at Magnolia West High School in Texas, knows Reagan is a good kid and a diligent student, but how could he just accept the oldest, tritest excuse in the books?

The family veterinarian stepped in and saved Reagan’s reputation. Using a stomach scope, he removed from the dog’s belly a plastic chicken head, a decapitated horse’s body, a complete sheep and a pig, plus several pieces of the wire used to hold the diorama together. Other pieces of the diorama, it was thought, had probably “already passed,” from one end or the other.

Dr. Carl Southern warned, “Don’t put anything past your dog. We all say ‘my dog would never eat that,’ and that’s the main thing he’ll eat.” ☺



# THEIR SNEAKY SECRET IS OUT!

## Learn The #1 Item You MUST Hoard Before It's Too Late!

It's a scary fact. Survival food is literally **FLYING** off the shelves. As a matter of fact, I've been hearing reports that survival food is actually sold out in many areas of the country. This has caught most people – including me – totally by surprise. I'd never seen anything like this in my life.

Well, I love a good mystery. So, I started doing some snooping, trying to discover why survival food is disappearing at a record rate? Who's buying it? Where in the world is it going? And what are they planning to do with it all?

**Guess what I found out!** My digging around paid off. What I found was that a well-known agency, which is actually responsible for aiding Americans in times of crisis, is hoarding it. Literally, hoarding it! From what I can tell, they're stashing it in non-descript warehouses all around the country.

I even have the proof in writing. These people were brazen enough to send an official inquiry asking how much survival food we had, where was it kept, how quickly could they get ahold of it, and more.

**Enough was enough!** I knew right then that I had an obligation to share my findings with patriots everywhere. This hoarding could have far-reaching effects on all of us, including a nationwide shortage of survival food available for the general population.

I want to help ensure that there is always an adequate supply of survival food available for those who want it. Hell, if you are smart enough to understand that in a crisis, food will quickly become more valuable than gold, then you should be able to get it whenever you chose, with no one stopping you.

Now, you'd better believe the agency is not at all happy that I'm revealing this story. No surprise there. Truth is, they are trying really hard to keep this information from the public to avoid causing panic.

**I'm sorry, but I think you deserve to know the truth!** I've posted a video online that explains everything you need to know about the looming survival food shortage. Go **NOW** to **GETFOOD79.COM** Check out my video ... while you still can. As you can imagine, I've been getting some heat over this, and I honestly don't know how much longer I'll be able to continue exposing this top-secret story.

**In the meantime, don't worry; I'm doing everything I can to keep our survival food out of this group's hands. Go to GETFOOD79.COM now and I'll show you how you can still get our highest quality Food4Patriots survival food at "fire sale" prices – as low as \$1.39 per serving – but only if you act fast.**



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# CALL-IN TURKEY SALES

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Primos Hunting *Grand Slam Pot Call-Osceola*

John Annoni is an avid turkey hunter and an educator in the Allentown School District in Pennsylvania. He developed an afterschool conservation curriculum that grew into a 501(c)(3) organization named "Camp Compass." It's a unified effort that introduces urban students in grades 5 through 12 to outdoor activities of all kinds, including shooting and hunting.

The number-one thing Annoni would like to see retailers have for turkey hunters is a way to "test drive" mouth calls before he buys one.

"I know that sounds crazy," he said. "But sometimes I go through 10 mouth calls before I find one I like. I wish someone

**T**urkey hunters love "stuff." They collect calls, decoys and anything camo. Knowing what they want and having it on-hand means satisfaction for your customers and a healthy bottom line for you.

would put out a template that shows the base model so I could find out what it blows like before I buy it."

The second thing he wishes retailers would do is put together "emergency packs" for turkey hunters.

"Sometimes a turkey hunter is taking someone for the first time and even an experienced turkey hunter may forget his backpack," he said. "A retailer could put together a combo pack that includes a facemask, pair of gloves, hat and call. Retailers can bundle products the same way phone companies bundle services — put a group of products together so the customer just has to pick up one thing. Retailers need to do whatever they can, so consumers feel they're getting plenty of bang for their buck."

## Maintain A Healthy Cache

When it comes to guns, ammo and accessories, Annoni advises dealers to keep their shelves stocked.

"Experienced turkey hunters know what they like, and they're going to buy it," he said. "If they've killed birds with #5 shot, that's what they're going to pattern their guns with. Retailers just need to have a variety of shells on the shelf so hunters can find what they need."

Retailers never have enough shooting sticks, Annoni said.

"Many people would use them," he said. "For turkey season you're really talking about monopods."

Annoni knows a lot of hunters aren't able to afford special turkey guns, so they use all-purpose shotguns to hunt turkeys. For these hunters, retailers should offer choke tubes.

*Selling decoys, like the Penny Snood Feeder Hen Decoy from Hunter's Specialties, can help dealers attract avid turkey hunters.*







Turkey hunter "emergency packs" of essential accessories can help dealers boost add-on sales.

"I shoot an old goose gun for turkeys," he said. "I'm not going to buy just a turkey gun; I'm going to put a choke on the shotgun I have and make it a turkey gun. If I had a turkey gun, I'd use it for geese. In this economy, people have a favorite gun and they're going to use it for everything."

Because of his emphasis on working with youth, Annoni would also like to see retailers carry more youth equipment.

"I want to say to retailers, 'Would you please stock some 20-gauge stuff?' I hate going three places looking for 20-gauge shells," he said.

Kids are the future of our industry, and Annoni recognizes it's important for retailers to pay attention to their needs as well.

"We need to encourage dads to take kids out," he said. "Part of this gets back to bundling. If a retailer would bundle products together that could be used for kids, the dads will be more apt to buy them."

### **Education Is Key**

Chris Parrish is a three-time world champion turkey caller and is on the pro teams of Knight & Hale Game Calls, Mossy Oak, Redhead and Browning. He's also the brand manager for Knight & Hale. As such, he has his finger on the pulse of what turkey hunters are talking about and what they want to see when they go into a gun store.

Parrish said the biggest thing retailers are missing out on is being a point of education for turkey hunters. Providing education can result in a better hunting experience for your customers, which means a more satisfied customer base and increased sales.

*Providing education can result in a better hunting experience for your customers, which means a more satisfied customer base and increased sales.*

"Dealers need to be a source of point-of-purchase information, such as information to help a customer choose one call over another," he said. "They also need to provide information about products that are particularly needed by turkey hunters. For example, not only do you need to learn how to use a mouth call, you also need to have several different types of calls with you in the woods, whether that's a mouth call, friction call, box call or a push/pull call."

A variety of turkey calls will contribute to your customer's hunting success.

"Every one of those calls has a nuance of its own and a call of its own, and possibly only one of those calls will be the call the turkey will respond to and come to on that day. If your customer doesn't have a selection of calls in his vest, then he may not have what's going to make him successful that day."

Parrish thinks part of the reason retailers don't provide more education stems from a lack of materials created by manufacturers and suppliers.



New for 2015, Weatherby's SA-459 turkey shotgun features a 22-inch vent rib chrome-lined barrel, removable Picatinny rails and Realtree's Xtra Green camouflage pattern. It's chambered for 3-inch magnum loads and available in 12- or 20-gauge.



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John Annoni (center) founded the Camp Compass Academy as an afterschool conservation program to introduce urban students to outdoor activities, such as turkey hunting.

"I think suppliers sometimes don't provide the information retailers need to educate the consumer," he said. "But the retailer also needs to allow us to provide that information so the consumer can come in, read it, analyze it and pick a product."

Parrish recommended suppliers and retailers should get on the same page when it comes to educational point-of-sale materials.

"It would be beneficial for both," he said. "Both the supplier and the retailer would sell more product, and both would come out ahead of the game."

## Don't Miss Out

When it comes to products, retailers sometimes miss out on sales because they don't stock full product lines from their vendors.

"They pick out hot sellers, which is great, but there also are tried and true products that have been in the supplier's product line for a long time," Parrish said. "Although some of those products may not sell large numbers, you still have people who come in and grab those products. If the retailers don't have those products available, then the retailer, the supplier and the consumer miss out."

Some suppliers provide lists of products to retailers with information about what sells well.

"Knight & Hale has lists of products that tend to have great sell-through and good consumer value," he said. "We call those 'vanilla ice cream.' We can go into

*When it comes to  
increasing sales of  
turkey hunting products,  
you need both strong  
inventory and a way to  
educate your  
customers.*

a store and say, 'These are the five key spring items that you need to always have on your shelf, simply because they have great sell-through. If you don't have them, you're going to be missing a sale somewhere along the line.'" Obviously specific items will differ, depending on your location in the country.

When it comes to increasing sales of turkey hunting products, you need both strong inventory and a way to educate your customers. Provide both, and you'll have a win-win situation for yourself and your customers. ©



Federal's new 3rd Degree turkey load uses a multi-shot, three-stage payload to create patterns for close- and long-range shots.



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# PERSONAL DEFENSE ACCESSORY ADVA

## Seek Out Non-Lethal Options For Additional Profits

By Pat Covert

**I**n today's economy, dollars are tight — which means you need to maximize every moment you're with a customer in your store to build a relationship and close a sale. You should rely on more than just firearm and ammunition sales; alternative markets in personal defense have the potential to set your store apart from the competition.

Personal-defense customers interested in concealed carry are sometimes limited to the restrictions set by local or state decision-makers. They're still interested in some form of self-protection and, consequently, many will seek out less stigmatized (in their eyes) or non-lethal alternatives. These will offer them a decent

level of comfort at times when they can't carry their firearm.

Other non-lethal products providing protection, such as knives (a huge industry in itself) and pepper spray, are attractive to these consumers. In addition, there are other personal safety products such as concealment holsters and purses, as well as security devices and mini-safes, all of which have more profitable margins than firearms.

So here's a question: If you can sell two or three of these products equal to the price of one firearm, but with two or three times the profit, why wouldn't you? Your sales, clerical and administrative staff are already in place, so the opportunity to increase your sales is only limited to your time, effort and investment in stocking new products.

Choosing the right stock in personal-defense and safety products is critical, so you'll need to start by tailoring these to your current customer base. Your retail establishment may be a pure shooting sports or tactical/personal-defense store — or it may be more complicated than that. You may have a mix of each or just a stronger lean either way. We visited two very different types of firearms retailers to get an idea of which personal-defense and safety products they have the most success with, and how they've added extra profits to the bottom line.

### Zero-In On Selection

Simmons Sporting Goods in Bessemer, Ala., started out as a pawnshop in 1945 and became a firearms retailer in 1972. They've been very successful ever since.

"In describing our customer mix, I would probably break down the firearm sales of the two categories: about 60 percent personal defense and 40 percent sporting," said Jeff Chastain, Simmons buyer. "While carrying a full line of firearms, we also carry concealment purses, knives, pepper spray and mini-safes."



Jeff Chastain (left) and Mike Jones, Simmons Sporting Goods buyers, examine a biometric mini-safe from GunVault. Adding mini-safes to end caps can promote additional impulse sales.



# SE NTAGE

*The new Bianchi Ranger Sporting Series of holsters feature a 600-denier ballistic weave exterior for abrasion resistance. Each holster fits several different gun models for added utility.*

*You should rely on more than just firearm and ammunition sales; alternative markets in personal defense have the potential to set your store apart from the competition.*

Chastain said knives and pepper spray are consistent sellers at Simmons, with mini-safes bringing the highest returns.

“Knives and pepper spray are the highest units sold on a daily basis, but mini-safes are the largest dollar volume our customers spend in these sub-categories. The mini-safe lines seem to have the largest growth in recent months simply because our consumers need handgun protection and safety both at home and in their vehicles,” he said.

By contrast, Hoover Tactical Firearms in Hoover, Ala., is — as the name implies — all about personal defense. Consequently, their products are much more focused. Their entire retail space is devoted to handguns, long guns, ammo and accessories — and they also have an indoor range to complement their operation.

“I would describe the customer mix of our store as ‘everything under the sun’,” said Kerry Bradley, Hoover general manager. “We have an equal amount of women and men shoppers. Shooters desiring a firearm for personal defense represent the largest

segment of our customer base.”

According to Bradley, concealment holsters and purses have a strong sell-through rate at Hoover Tactical.

“Our number-one sellers beyond firearms are concealment holsters and purses, after that is pepper spray,” he adds. “The best selling concealment holsters right now are from a company called L.A.G. Tactical — they’re great Kydex holsters made by a great bunch of folks. It’s a versatile holster that can be worn inside and outside the pants on your belt.”

## ***Capture Profits In Changing Market***

Profit margins on firearms and related products will vary from store to store due to a variety of factors such as mean income, geographic location and local competition — so on a grassroots level, developing a dedicated customer base through personal service and targeted product has a huge impact on sales.

Both Simmons Sporting Goods and Hoover Tactical Firearms

*The EAA Pavona Concealed Carry Purse has hook and loop attachments, allowing for user-unique gripping and retrieval styles.*



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have had many years to build their customer bases and are firmly entrenched in their trade areas. Over time, through trial and error and keeping up with a shifting firearms market, these two stores have been able to hone in on products that sell and, in turn, generate profits.

"Generally, personal-defense and safety products allow much greater profit margins compared to firearms and ammo sales," Chastain said. "Firearms margins, whether sporting, tactical or personal-defense, are generally very low in this business — due to the competitive nature of the retail firearms industry."

Chastain broke down the numbers, showing how the sale of alternative defense products can create tremendous jumps in profit.

"In many cases where firearms margins are only 15 percent to 22 percent, your alternative personal-defense products can generate a 30 to 40 percent margin. Pepper spray in most cases will provide a 50 percent margin of profit and holsters and concealment purses will generate a healthy 50 to 60 percent margin. Last but not least, tactical-defense knives and everyday-use pocket knives can deliver 60 to 70 percent margins," he said.

According to Bradley, Hoover Tactical finds generous profits in their concealment holsters and purses.

"To really capitalize on holsters, you have to have products that fit a wide variety of guns. Don't focus on different styles. Focus on having as many holsters as possible to fit different guns. Given the tight competitive margins on firearms and ammo, we find the profit margins are bigger on the holsters and purses than pepper spray and Tasers. Holsters can be as high as 40 to 50 percent, as well as purses," he said.

## Trigger A Thought

No matter if your store has a broad customer base like Simmons Sporting Goods, or a more focused one like Hoover Tactical, there are a number of opportunities in personal-defense and safety product sales. Taking the time to promote them in-store and in local advertisements can help build and sustain interest from customers.



*The New User Kit from SABRE Red introduces non-lethal customers to pepper spray as a personal-defense option.*

"End caps make great displays for impulse sales on pepper spray and mini-safes, while personal-defense knives require more personal selling. They are placed in a more prominent location next to the tactical firearms to target MSR-tactical customers for an add-on sale. We also promote the mini-safes in our local ads periodically and place the less expensive ones through our holster department just to trigger a customer's thought," Chastain said.

Instead of focusing solely on firearms, Chastain recommends dealers should diversify their product lines for additional profits.

"Selling firearms is great for keeping the lights on and paying the bills, but secondary sales of alternative personal-defense and safety products is where retailers need to place more emphasis in order to add more to their bottom line at the end of the year," he said.

If the results from these two very different storefronts are anything to go by, then it would be for your benefit to consider adding non-lethal personal defense products and accessories strategically throughout your store. ©

*Mini-safes, like those from the Winchester eVault line, provide dealers with higher margins compared to firearm and ammunition sales.*



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# SIGHTS TWO-STEP DISTRIBUTION

BY JADE MOLDE



## INDUSTRY MAKING INROADS TO REBOUND IN 2015 AT NASGW EXPO

**I**n the midst of a “tough” 2014, the National Association of Sporting Goods Wholesalers (NASGW) held its 41st Expo and Annual Meeting in Little Rock, Ark. Attendees from 48 states and eight countries were at the event, which featured 76 new exhibitors — a record for the expo. With the amount of business conducted at the show, there was a sense of renewed optimism that 2015 will be a more traditional selling year. Pete Brownell, NASGW chairman, reported increased business at the expo following a year of “adjustment” for many in the industry.

“Last year, 2014, was an adjustment year, and many organizations have adjusted quite well. There’s been some ‘riding out the storm’ plans, but we have a lot of great expectations for 2015,” Brownell said. “We’re forecasting 2012 will be the cleanest comparison to 2015; 2013 caught us all by surprise and in 2014, the industry experienced a bigger-than-expected drop-off. Right now, the supply chain is pretty full and it’s going to take a while for products to sell through. We predict more of an even demand, but there will be minor ripples in ammunition categories and increased demand from CCW pistol manufacturers.”

According to Brownell, the influx of new products in 2015 will help grow the market for additional consumers.

“One thing we’re going to see in 2015 is more new products from manufacturers in every segment of the industry. We’ve learned from previous ups and downs that new products allow retail stores and consumers to grow the market. Our members are better educated as to where customers are going and what they’re buying as they develop new products for the upcoming year,” he said.



## Encouraging Two-Step Distribution

In periods of economic slowdown, NASGW reinforces the importance of two-step distribution, Brownell said.

"The NASGW has a unique position of being able to represent a large — if not the largest — section of wholesalers for manufacturers in the marketplace. We inventory product to help supplement the independent retail gun stores, take credit, manage credit in the supply channel and act as a sales force/consultant to suppliers on what's selling or not. We reinforce the brands in the marketplace, while working with independent retailers to make sure their product is in stock as much as possible."

Brownell emphasizes the importance of wholesalers in building the supply chain.

*Attending the NASGW Expo and Annual Meeting allows wholesalers the opportunity to continue building relationships with manufacturers.*

"Wholesalers support independent firearms retailers by helping to educate them. If we can provide good support in the two-step distribution channel, information on products and expectations of support to the retail customer and help dealers sell their product, we'll all be successful," he said.

According to Brownell, attending the NASGW Expo and Annual Meeting allows wholesalers the opportunity to continue building relationships with manufacturers.

"Attending the NASGW Expo gives our members the chance to have meaningful conversations with the manufacturing base. You can plan out the next year with very little distractions or clutter, unlike the big production shows," he said. "It's a very focused event: with a focus on inventory planning and sales programs. We encourage all wholesalers to attend, so they can find out the new programs and incentives for selling product in the coming year."

## Honoring Companies

NASGW opened the 41st Expo and Annual Meeting with its 10th Annual Awards Reception and Dinner. Over 450 members celebrated the opening of the event in the Little Rock Marriott's Grand Ballroom. Chris Cox, executive director of the NRA's Institute for Legislative Action, was the featured speaker.

Richard Lipsey, chairman of Lipsey's LLC, was honored as the first recipient of NASGW's Lifetime Achievement Award for his 50 years of service to the industry. Lipsey has served in a variety of leadership roles in organizations both inside and outside the industry, as well as founding charitable and industry support groups to provide leadership and growth.

"Richard is well known for his optimism, enthusiasm and generosity. We're honored to have him as our first recipient," said Kent Williams, outgoing NASGW director.

NASGW Leadership Awards are presented to the association's distribution members that best demonstrate a commitment to two-step distribution and provide value and service to customers.

Leupold & Stevens was honored with the Optics Manufacturer of the Year award for the fourth year in a row.

"To be recognized by our distribution and specialty retail partners is an honor, and one we deeply appreciate. They provide a perfect avenue to reach our core hunting and shooting customers throughout the country," said Bruce Pettet, Leupold & Stevens president and CEO.



(Top) Richard Lipsey, chairman of Lipsey's, was the first recipient of the NASGW Lifetime Achievement Award for his 50 years of service to the industry. His wife, Susan Lipsey, and daughter Laurie Lipsey Aronson, Lipsey's president and CEO, presented this honor. (Below) Meetings at Birchwood Casey, Black Rain Ordnance and TRUGLO booths show business being done at the expo.



For the sixth year in a row, Birchwood Casey was selected as the Accessories Manufacturer of the Year.

Hornady Manufacturing was named the Ammunition Manufacturer of the Year for the fifth consecutive year.

"We've worked very hard to produce high quality products and we are honored that our ammunition has been recognized for the fifth year in a row," said Renae Waltemath, Hornady director of sales.

Sturm, Ruger & Co. was recognized as the Firearms Manufacturer of the Year for the eighth year in a row.

"We focus on marketing promotions and communication tools that will benefit distributors of Ruger firearms — as we recognize strong wholesaler support and cooperation are vital to our success," said Mike Fifer, Ruger CEO.

NASGW also presented Excellence in Manufacturing Awards. Burris was recognized for Excellence in Optics.


"Our goal is to produce innovative products that offer value to the consumer and profitability to our retail partners," said Patrick Beckett, Burris VP of sales, marketing and business development.

For the third consecutive year, the Excellence in Accessory Manufacturing, Ammunition and Firearms awards went to Crimson Trace, Winchester Ammunition and Glock, respectively.


The 2014 Innovator of the Year was presented to O.F. Mossberg & Sons, for the second time in three years.

"Recognition for developing the most innovative products is a tremendous honor, particularly when this acknowledgement comes from our customers," said Tom Taylor, Mossberg senior VP of sales


*(Top) NASGW awarded a grant of \$20,000 to HAVA, one of four grants given at the Awards Reception. (Bottom) Ruger CEO Mike Fifer (second from right) accepted the company's eighth straight Firearms Manufacturer of the Year award.*



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### Magnum Research Inc.

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The stainless steel, full-sized **Desert Eagle 1911 DE1911GS** features a 5.05-inch barrel, 8.625-inch overall length and a slide width of 1.28 inches. The slide thickness measures 0.92 inches and features a trigger reach of 2.77 inches. The grip has front strap checkering at 20 lines per inch, a high-profile sculptured rear sight and is drift adjustable for windage, with a pinned-in, white-dot front sight. It is shipped with two eight-round magazines.



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The **BRUISER 500** knife features a K110 steel blade, G10 textured handle, a textured plated design and flat silhouette for solid grip during wet operations. This knife opens quickly, securely fastens with a liner lock and has a dual-purpose flipper. With a blade length of 4 inches, the knife measures 9.5 inches when opened.



### 12 Survivors

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The 12 Survivors **F&F (Fish and Fire) Emergency Kit** is a pocket-sized emergency kit with 15 items all wrapped up in a single bundle, including 30-plus feet of fishing line, one alcohol pad, two hooks, a flint rod, two floats, a small knife blade, two swivels, tin foil, two weights, tinder and seven feet of paracord.



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The **MAG10 10-round .223 magazine** features a polymer buttstock and designed for users who require a low-profile magazine without the extra length and weight of a 30-round magazine. It features a corrosion-resistant steel spring, non-tilting follower and an oversized base for quick extraction and handing of the magazine while providing extra drop protection. It fits any AR-15/M16 or M4 Carbine.



## Fällkniven

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The **Model PC** is a lightweight folding knife — the blade is made in laminated Cobalt Special Steel and locked in place using a liner lock. The fiberglass-reinforced Grilon handle is internally lined with stainless steel. The pivot is fixed with greaseless Teflon bearings and can be tightened or loosened with a Torx T10 screwdriver. This knife is ambidextrous, with nail notches on either side of the blade. It has a total length of 6.85 inches and a blade length of 2.87 inches.



## Leupold & Stevens

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The **Mark 6 Throw Lever** allows for fast magnification adjustments, even when wearing gloves. The Mark 6 clamps over the magnification adjustment ring on Mark 6 riflescopes to provide a point of traction. It is exclusively available through Alamo Four Star.



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The **2011 Tactical Compact pistols** come in .45 ACP and 9mm versions. The models both feature a full Picatinny tactical rail and dust cover along with an ambidextrous safety, combat hammer and extended beavertail for optimal recoil control.



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The Smith & Wesson branded, auto-adjusting **Solstar Smart Light headlamp** features automatic and manual adjustable brightness. It uses hands-free Distance Seeker Sensor technology and features a 185-lumen white CREE LED and two red Nichia LEDs. It features interior double ridging to allow for use in extreme heat or wet conditions, a dual-button system and a lightweight impact-resistant body.



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The **Platinum Series Rotary Tumbler** features small stainless pins to penetrate inside cases and into primer pockets, a large volume drum that holds up to 1,000 pieces of .223 brass and a molded-in rubber lining to protect brass and dampen noise. A built-in timer can be set to run up to three hours, shutting off automatically. The drum features clear end caps for visibility and an included set of sifting caps. Five pounds of 304 stainless media pins and a sample packet of Frankford Brass Cleaning Solution are included.



## Bullseye Camera Systems

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The **Bullseye AmmoCam Sight-In Edition** is a fully self-contained target camera that weighs five pounds. Set the unit downrange, flip the switch on and start shooting. The system is weather resistant, has a 12-plus hour battery life and supports iPhone, iPad, Android Devices and Windows-based laptops. It allows multiple users to connect to the system to track shooting progress.



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## POF Rewards Counter Sales Staff

Patriot Ordnance Factory (POF) has launched a new program to reward those who sell POF firearms. More directly, "POF Rewards — Train, Sell, Reward" rewards the counter salesperson.

"In a gun shop, there's 'Suzie' at the gun counter who sells the gun. Of course, there is 'Joe' who owns the gun counter. There's also a sales rep. Now, Joe and the sales rep make money on those POF guns. The only person not making money out of this deal is Suzie. This program changes that," said Monica Sipp, POF national director of sales and marketing.

The goal, of course, is to move more POF firearms.

"The more successful Suzie is, the better off the store owner is and, of course, that helps us. The counter salesperson is the one we need to train; the one we need to motivate," Sipp said.

To qualify for the program, a store must be registered as a POF Stocking Storefront. Counter salespersons earn points by regis-

tering on the program's website, and completing a series of online training courses.

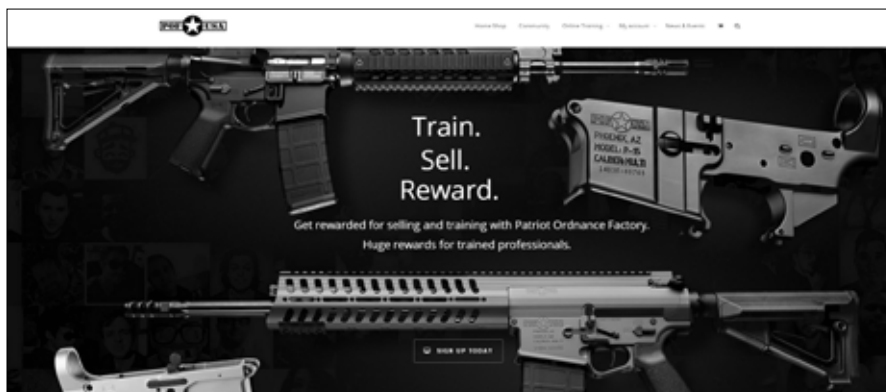
"We have interactive training, which includes videos, available on all POF products. When a salesperson completes a training course and takes a short multiple-choice question test, they earn points. Once they compete all the tests, they are eligible to earn points for every POF gun they sell," Sipp said.

Those points can be redeemed for POF firearms, parts and gear. The program also has a consumer section, which offers customers an opportunity to earn points that can be used to purchase POF parts and gear (no firearms).

"This will motivate consumers to go into guns stores and ask about POF guns, and that helps Suzie earn more points," Sipp said.

"For more information on the rewards program, call Monica Sipp: (623) 570-5523, email: [monica@pof-usa.com](mailto:monica@pof-usa.com).

Visit [rewards.pof-usa.com](http://rewards.pof-usa.com)



## Beretta USA Film Reveals Artistry

What does it take to build a Beretta premium shotgun? The Beretta USA short film "Human Technology" reveals that crafting such a firearm demands a combination of technology and skilled human touch.

"Parts of it look like science fiction, but it's all real," said Ryan Muety, Beretta USA VP of marketing. "We wanted to capture a sense of what lies both above and below the surface of our premium guns, and share this powerful experience with viewers."

Viewers, Muety says, will be surprised at the extent of technological innovation that underlies the artistry of our guns.

"Of course, there is also the human ele-

ment. The viewer is brought close to actual Beretta premium-gun artisans, with their expressiveness and the movements of their hands telling a story of tradition and passion going back centuries," Muety said.

The short film premiered at an invitation-only event in New York City in December. If you didn't get an invitation, you can still view the artistry on Beretta USA's website. ©



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## Firearm Sales Up At 2014 Close. Profits?

The industry closed its 2014 firearm sales on a positive note — at least in the number of units sold. The major question: “Were there profits?”

In December, NICS conducted 1,624,524 (NSSF-adjusted) background checks, making it the second highest December in the history of the system. The highest December was in 2012, when NICS conducted 2,237,731 (NSSF-adjusted) background checks.

The December 2014 number was a 7.5 percent increase over December 2013 when NICS conducted 1,510,529 (NSSF-adjusted) checks.

For all of 2014, the year ranks as third highest in number of NICS background checks conducted, with a total of 13,090,383 (NSSF-adjusted). The 2013 business year still ranks number one in background checks with 14,796,872, followed by 2012, with 13,780,285.

Given the dramatic drop in firearm sales in early 2014, it’s remarkable the year ended as well as it did. For the first nine months of the year, the number of NICS background checks fell below the corresponding months of 2013. For January through September, the number of NICS background checks decreased 17.5 percent compared to the same period in 2013. The most staggering drop occurred in January with a 46 percent decrease compared to January 2013.

In October, the industry posted its first increase (+5.5%) over a corresponding 2013 month. This was followed by a 1.7 percent increase in November and the 7.5 percent in December. The November increase was pushed by the highest number of background checks conducted on a Black Friday, with NICS processing 175,754 transactions.

### Good Numbers, Yes. Profits?

The number of firearms sold during the close of 2014 is a major boost for the industry, primarily because it moves product through an overburdened pipeline. Reducing excessive inventory and “right-sizing” product flow are major goals in stabilizing sales throughout the supply chain.

However, while December closed with an upswing in firearm sales, it did not mean all dealers saw profits.

“The month was weak for many dealers as the ‘race to the bottom’ on pricing — due to over-bulging inventories — is still going strong. Dealers who had increases in sales are just eking it out, as far as net returns go. Many will show net losses due to this issue,” said Miles Hall, H&H Shooting Sports founder, president.

Hall, who coordinates a network of P-20 Performance Driven Dealers, said there were exceptions to low profits.

“Showing double-digit growth were nine states; the biggest was Illinois at 61 percent, as the drive for concealed carry is still very strong. Missouri and some of the surrounding states all felt the bubble from unrest in Ferguson. California was strong with 18.5 percent growth,” Hall said. “The most consistent news from dealers was safety classes and private lessons for new shooters are at all-time highs.”

Other dealers also report an increase in customers, many of them new shooters or those who bought firearms in 2013, and are now returning to make purchases beyond “just the gun.” That’s good news, despite the thin margins, as the industry distances itself from 2014 and establishes firm footing for growth and profits.

### NICS BACKGROUND CHECKS: NSSF-ADJUSTED

### JAN. 2012-DEC. 2014

YEAR	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTALS
2012	920,840	1,266,344	1,189,344	931,660	840,412	846,437	853,355	1,042,924	1,007,259	1,118,994	1,525,177	2,237,731	13,780,285
2013	1,790,154	1,634,309	1,501,730	1,185,231	974,457	872,025	855,259	1,016,559	1,034,701	1,113,818	1,308,100	1,510,529	14,796,872
2014	970,510	1,264,010	1,224,705	988,726	877,655	805,571	816,588	989,337	1,024,272	1,174,797	1,329,688	1,624,524	13,090,383

NSSF removes NICS purpose codes used by several states for CCW application checks and other purposes. The removal of this data provides a more accurate report of background checks conducted for the purchase of firearms. Visit [www.nssf.org/research](http://www.nssf.org/research).

## Smith & Wesson Jumpstarts Accessories Division

Smith & Wesson firearm sales dropped in 2014, mostly during the latter part of the year, as they did for other major manufacturers. The decrease, however, did not derail the plans of Smith & Wesson Holding Corp. to expand its business portfolio.

In mid-December, the company announced it had completed the acquisition of Battenfeld Technologies for approximately \$130.5 million.

“Battenfeld Technologies provides us with a unique opportunity to acquire a thriving company that fits perfectly within our core firearm business. It also allows us to move more strongly into the hunting vertical as well as establish a strong platform for growth in our existing firearm accessories business, which has been a small but highly profitable part of our company,” said James Debney, Smith & Wesson president and CEO, said.

The acquisition, Debney says, provides a “solid framework” for the company’s new accessories division.

“Our intention is that eventually all existing Smith & Wesson, M&P and Thompson/Center Arms accessories will be housed within this new division. As we continue to expand further into the hunting category, we expect that our accessories businesses will benefit from Battenfeld Technologies’ sourcing and distribution efficiencies and established expertise in new product development,” Debney said.

Visit [www.smith-wesson.com](http://www.smith-wesson.com)

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